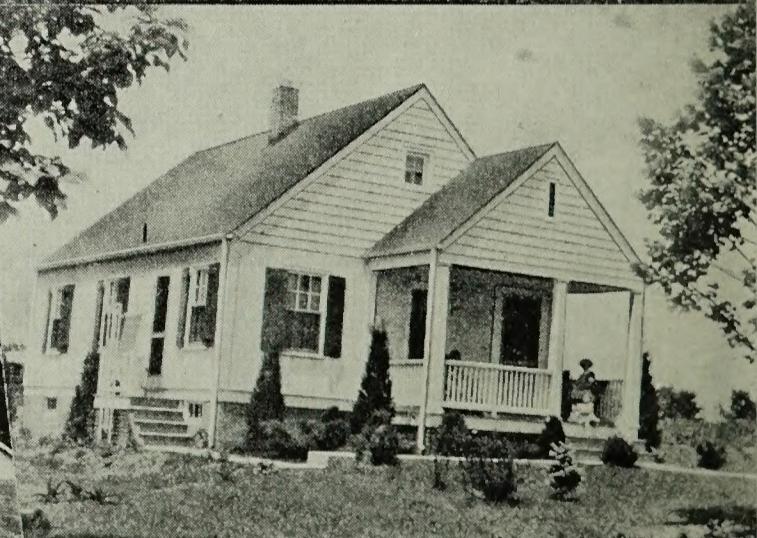
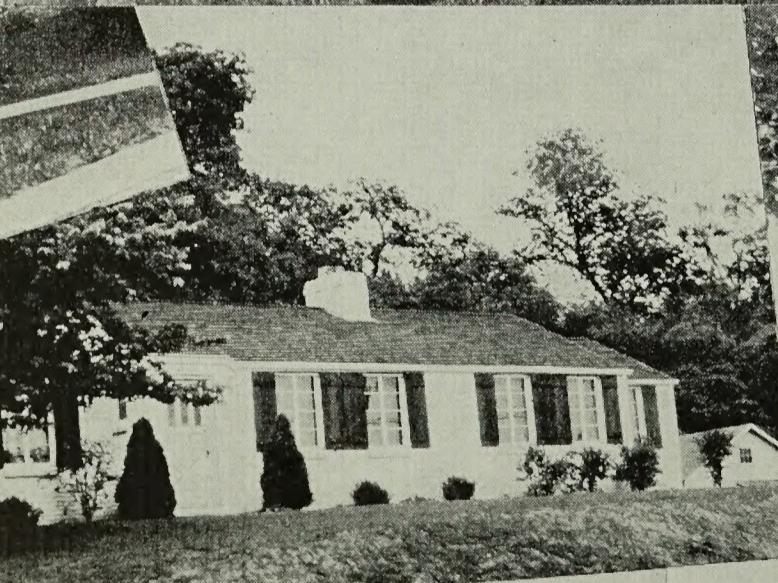
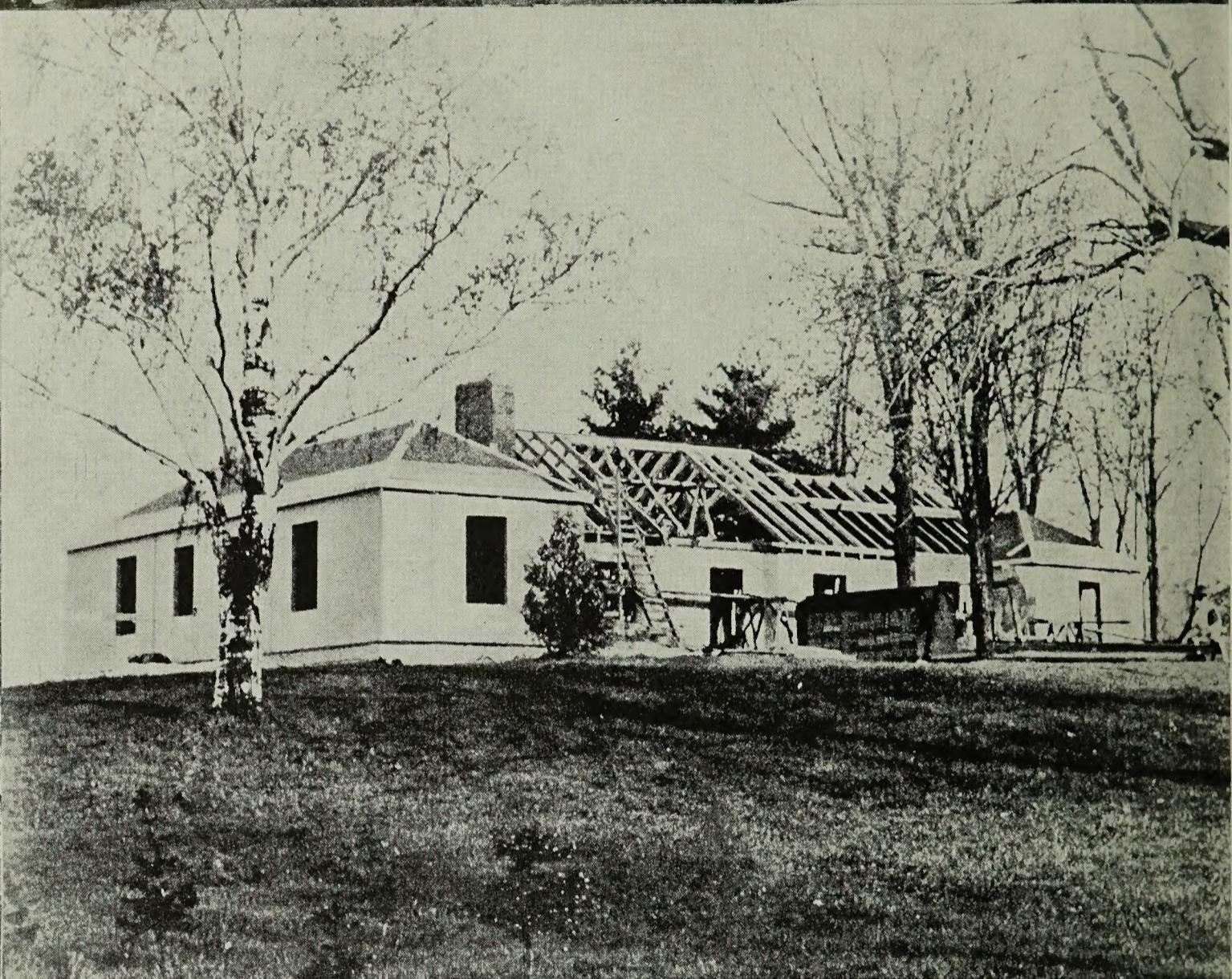
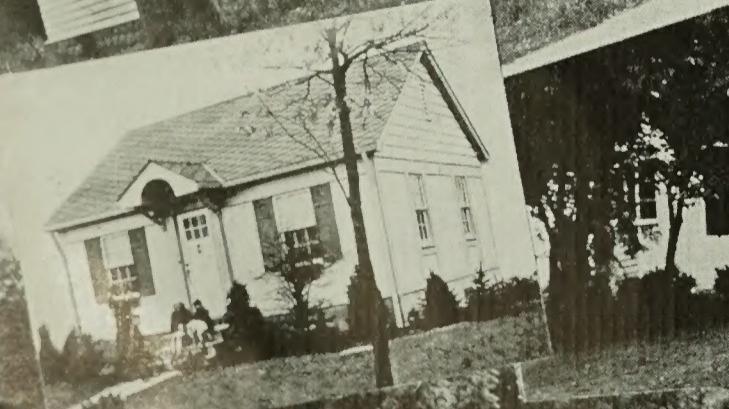
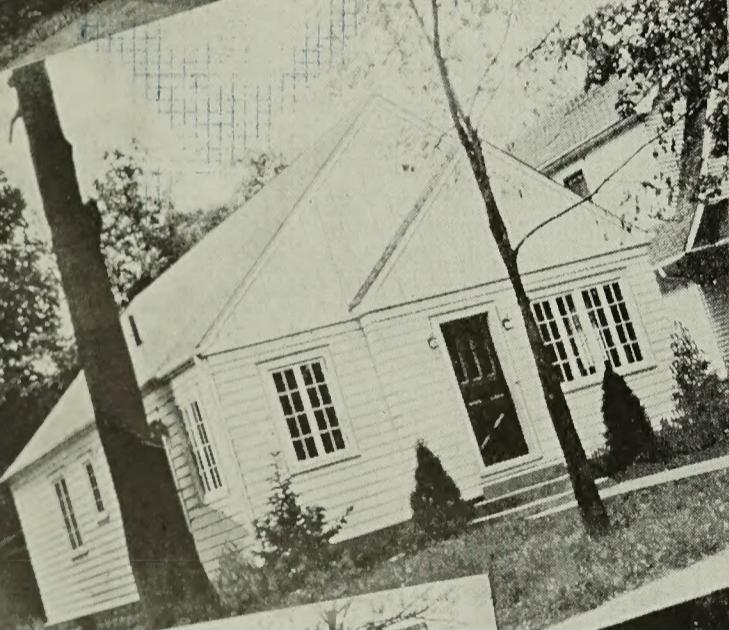
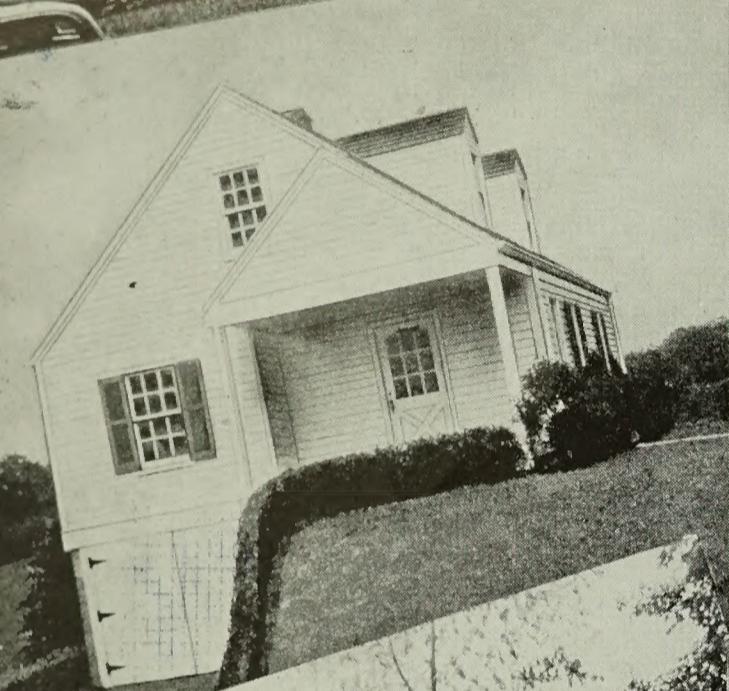


PRECISION-BUILT

SIMPLIFIED METHOD OF PLANNING FOR PRECISION-BUILT CONSTRUCTION
TRADE MARK

- « PRECISION CONSTRUCTION
- « BUILT IN 30 DAYS
- « ANY SIZE OR DESIGN
- « MORE FOR LESS MONEY

Presented by **HOMASOTE COMPANY** Trenton, N.J.



The HOME OWNER

**Have your own home—of any type or size—in 30 days.
Qualified for FHA Mortgage.**

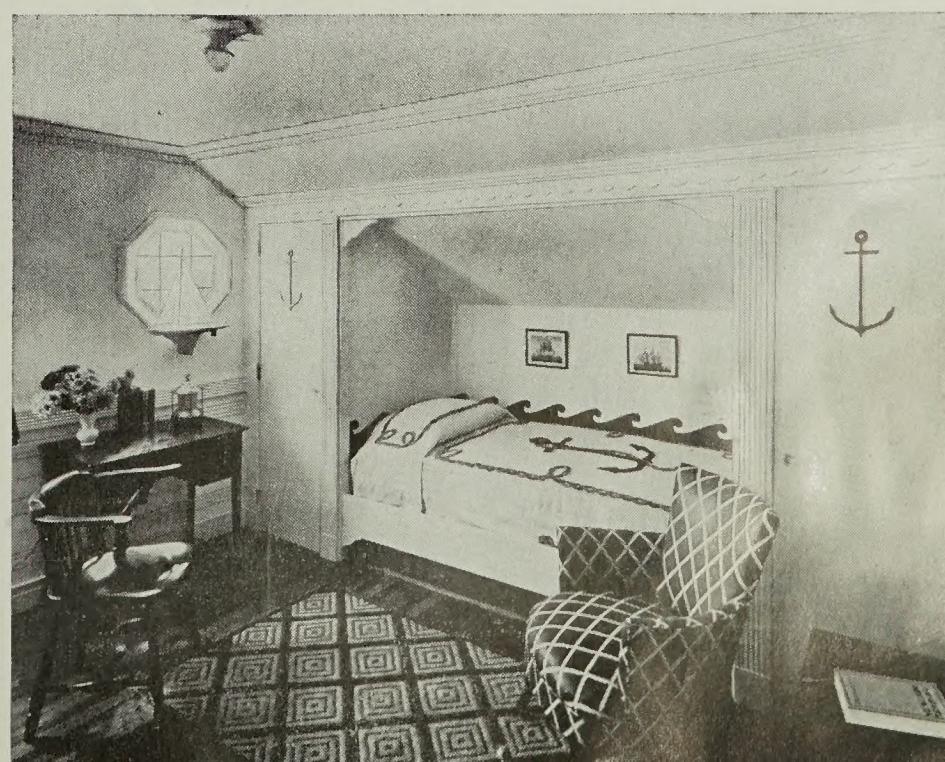
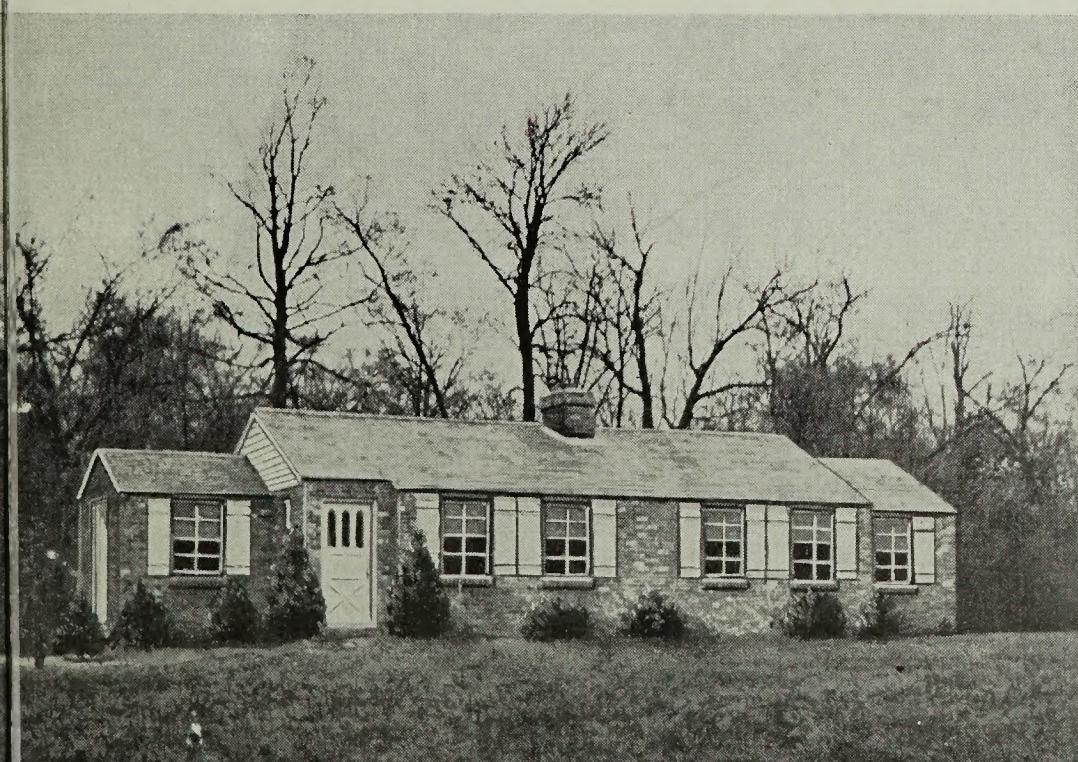
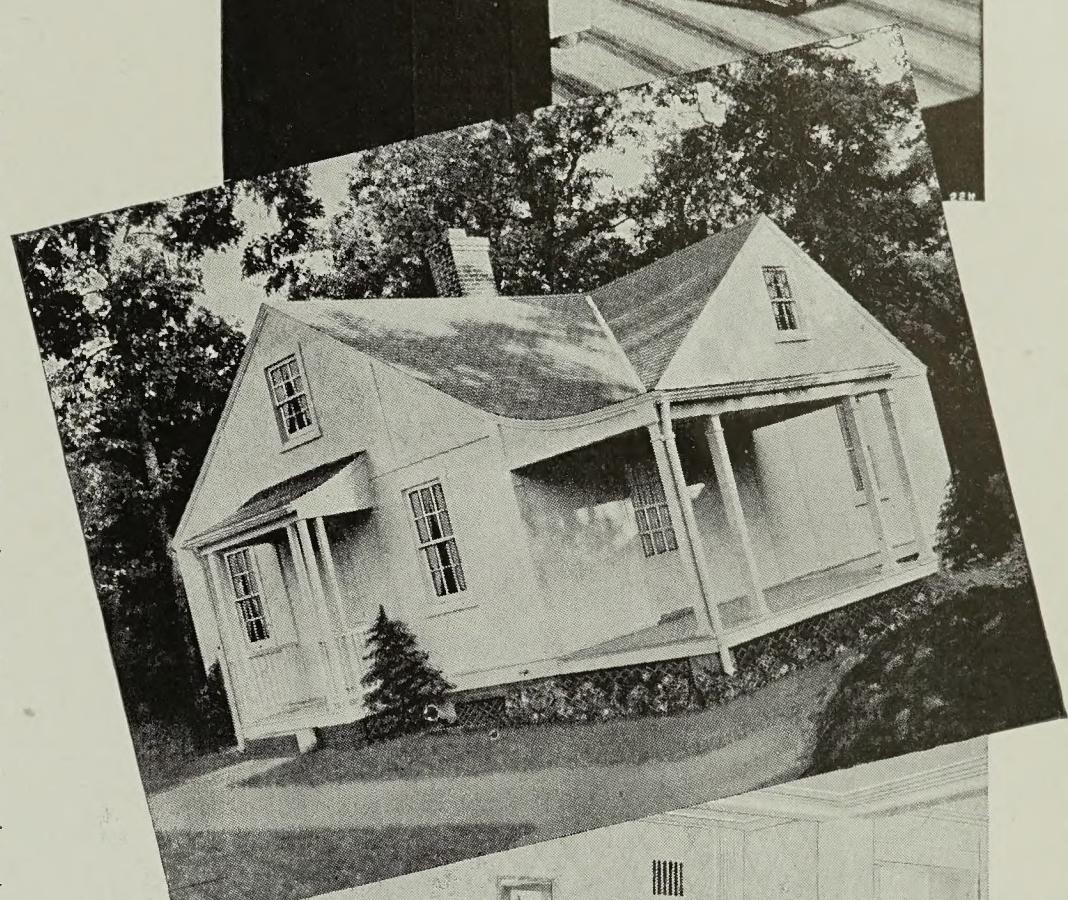
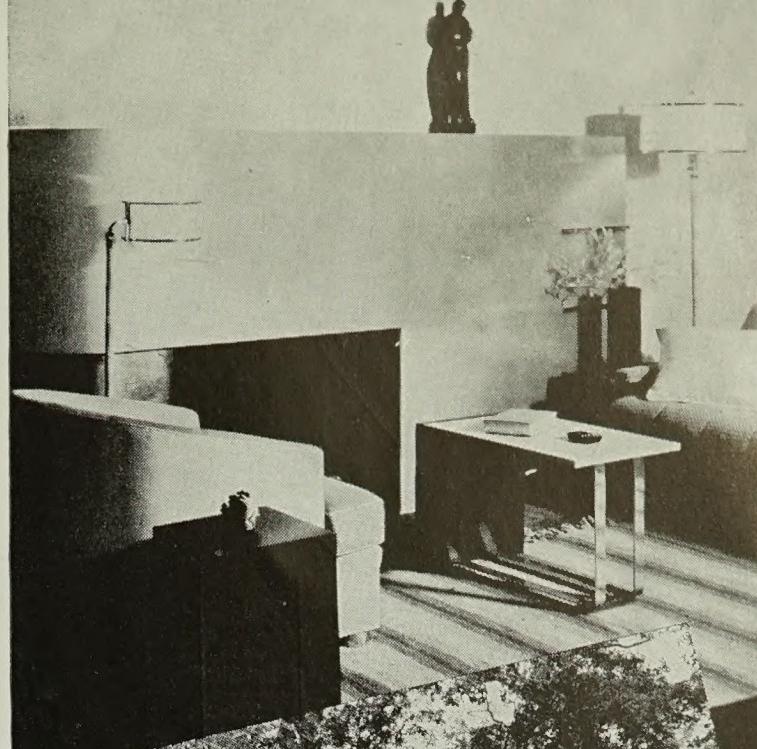
Here is the sensible road to owning your own home. Not only at lower cost and on more convenient terms. Actually a finer home, better constructed, more economical to maintain. And it can be ready for you to move into, within 30 days from the day you sign the contract.

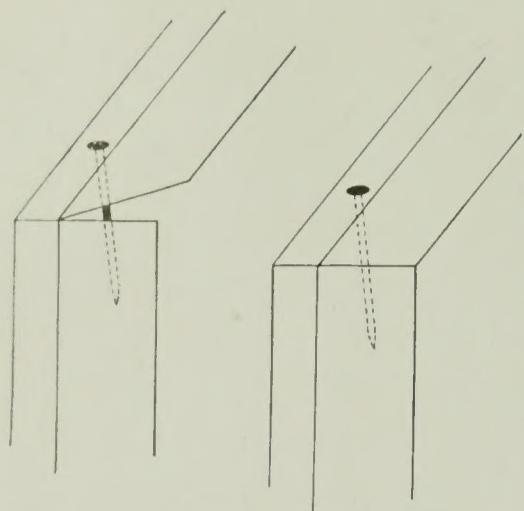
Your Precision-Built* home is not a "stock" house. It is not "one of thousands just like it," scattered across the country. It is in every way *your home*, built to your own design, built to fit your family. Even if it be a home of moderate cost, it will be built for you from the plan of a leading architect. It will be built for you by a contractor who is a reputable citizen in your own community. The materials will all come from the yards of your local lumber dealer. Only local workmen will be used in its construction.

You have heard of "pre-fabricated" houses. You have hoped for amazing economies to come—probably from houses built on construction chains, just as automobiles are built. Perhaps you have wondered whether such homes would be livable; perhaps you have feared that with all their promised economies, they might still not be the individual, private home of your dreams.

AVERY LIBRARY
COLUMBIA UNIVERSITY

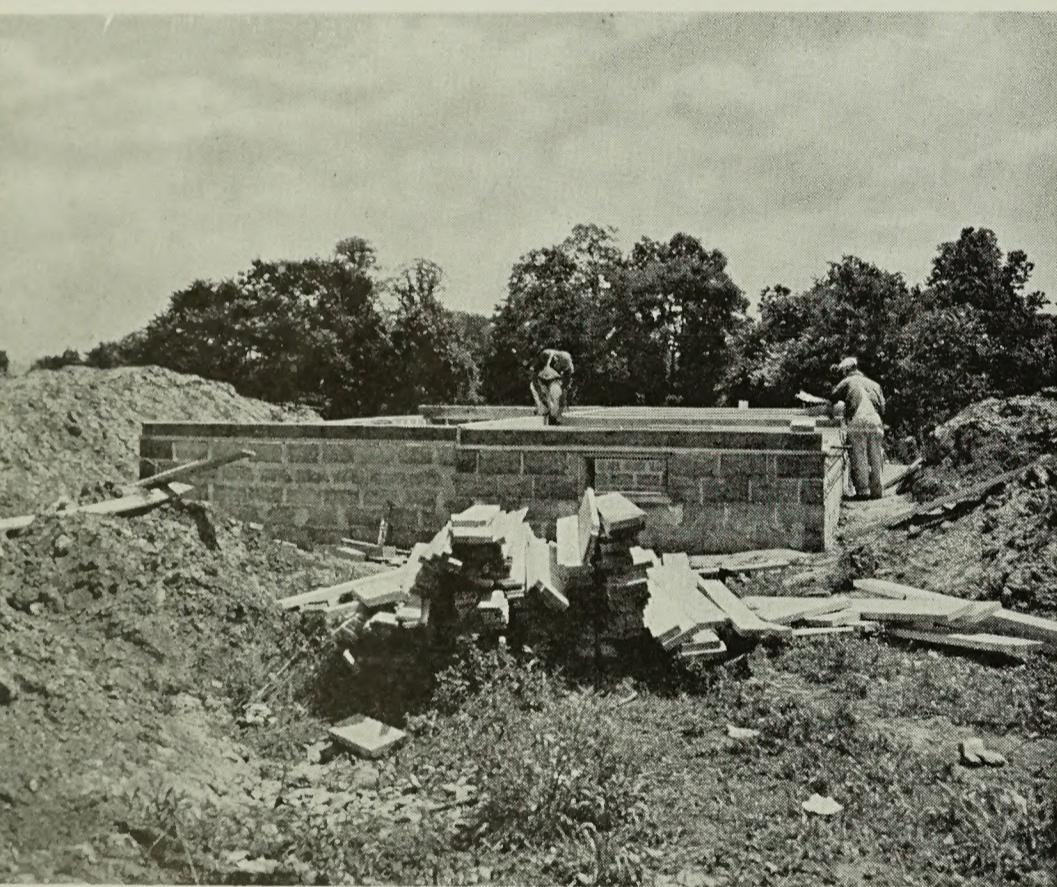
*Reg. U. S. Pat. Off.





Every joint in your home will be a tight joint—because of accurate machine cutting.

ON THE JOB—foundations are in; pre-cut joists are set in place, subflooring laid.



Then—wall and partition sections, already built, arrive by truck from the lumber dealer's mill.



The Precision-Built system of construction provides the basic economies which have been expected from pre-fabrication. But, your Precision-Built home—no matter how large or how small—will be your own home, conventional in appearance, strictly conforming to the type of architecture you elect. And your home will be doubly insulated; cooler in Summer, economical of fuel in Winter. Winter or Summer, you will never have a damp house.

You probably recall the first low-cost cars. In their day, they provided truly efficient performance and the maximum in economy. But in appearance, they were never rated as social assets. Today, a Ford, Chevrolet or Plymouth combines the original efficiency and economy, with the finest in modern trends of design and appearance. They are cars of which anyone may be proud—regardless of income or social position . . . The Precision-Built home may well be likened to the present low-cost car. In its superior, efficient construction, it stands alone. In terms of low upkeep costs, it stands alone. In the appearance of the finished house, there is no difference discernible from a house of the same type, built by the usual methods. The one big difference is that your Precision-Built home may be of any size or type. It may combine the grandeur of a Lincoln or a Cadillac with the economy of a low-priced car.

TO OWN YOUR OWN PRECISION-BUILT HOME—get in touch with the lumber dealer in your neighborhood who holds the Precision-Built franchise. (If you don't know his name, write to Homasote Company, Trenton, N. J.) He can offer you a wide selection of plans for homes of all sizes and types, each the design of an outstanding architect. Or—he can put you in touch with an architect in your own locality, who is fully acquainted with Precision-Built construction. This architect will work out with you exactly the plan you wish. The lumber dealer will give you an exact estimate when you and the architect have agreed as to just what you want.

The next step will be to select a contractor whom the lumber dealer knows to be thoroughly familiar

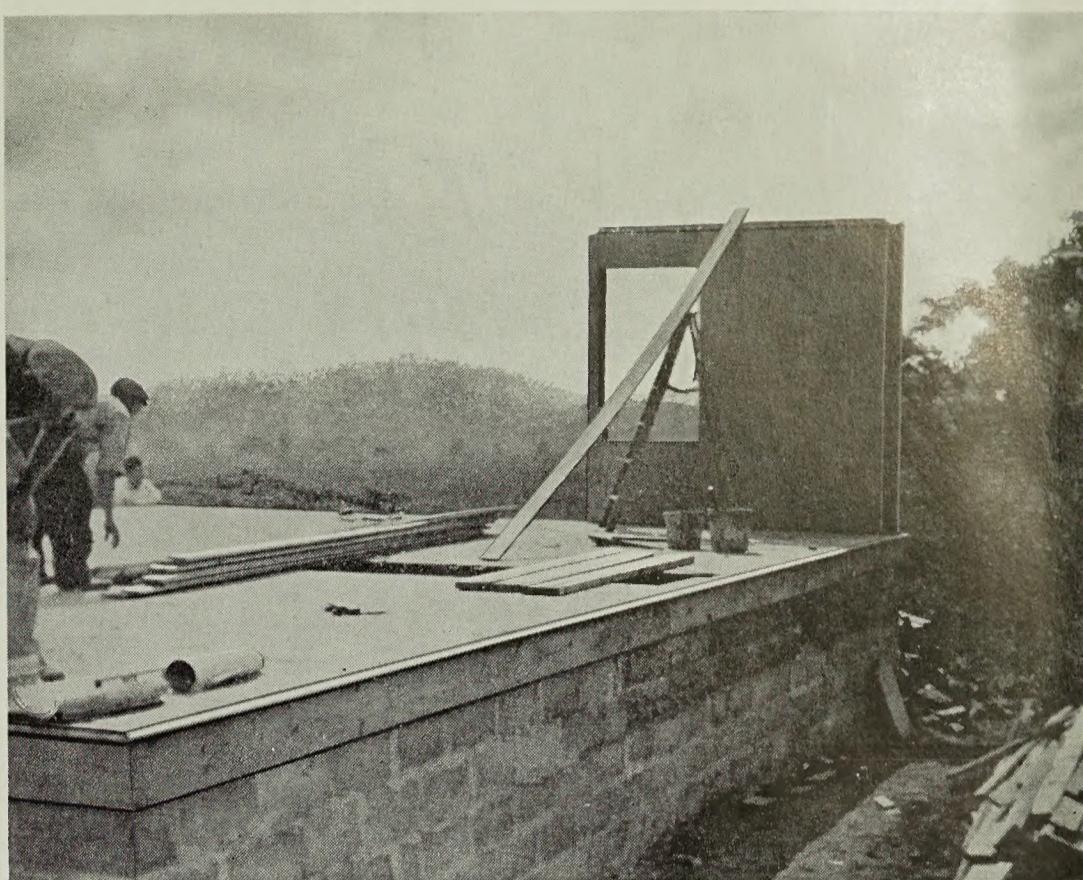
with the Precision-Built system. Once the plans, the estimate and the contractor are determined, you are ready to apply for an FHA or Building and Loan Mortgage, if desired. (If you are now paying rent, you are quite apt to find that your monthly payments will be even lower than your present rent. All the time you are occupying your own home. Each monthly payment is building up your equity.)

From the plans you approve, your Precision-Built home first begins to take shape in your lumber dealer's mill. There the frames, joists and rafters are cut to size—accurately cut in a shop where precision work is the invariable rule. Every joint in your house will be a tight, sturdy joint, because it was cut by an accurate machine. Still in this shop, the wall and partition sections will be assembled complete.

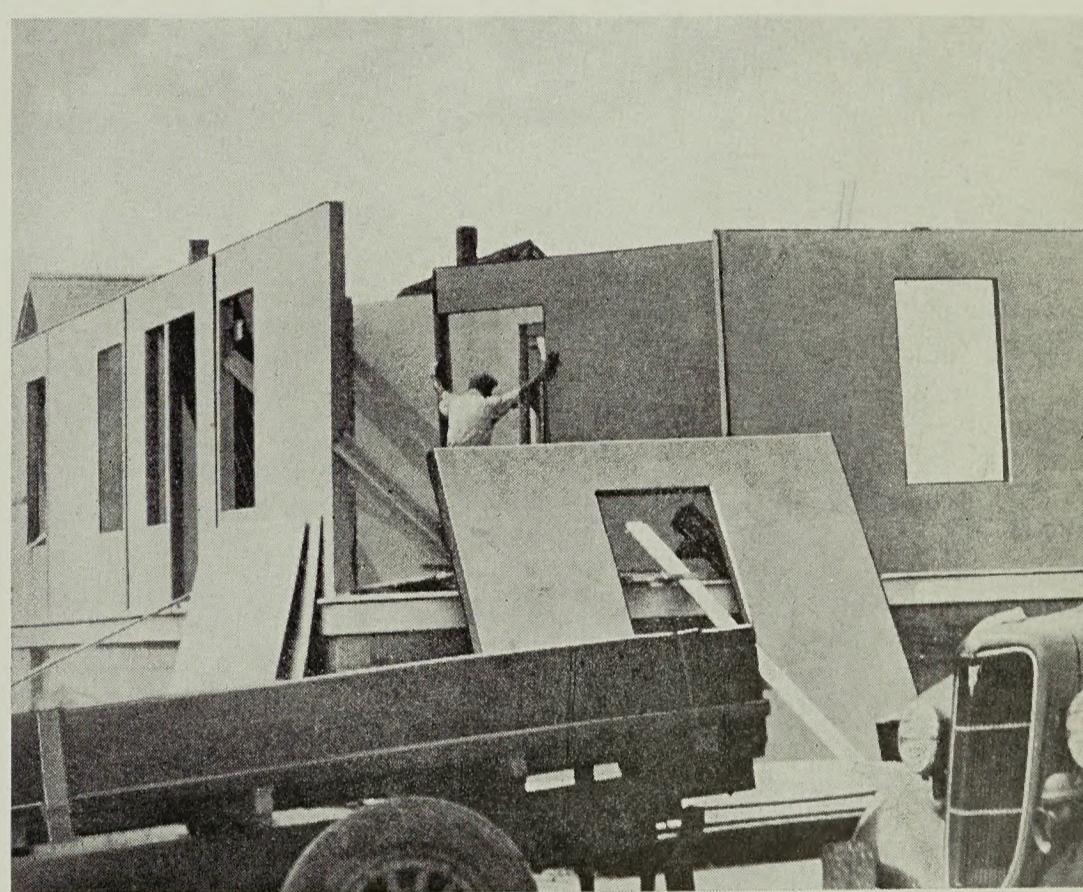
Meantime, the excavation has been completed and your foundation has been built. Now all the materials and the completed wall sections move to the location. Because of the work which has already been done, your home will be completely enclosed and ready for heat—the second day. If weather conditions do not retard the excavation work, your Precision-Built home may be built any month of the year. Precision-Built construction itself is not subject to the whims of the weather. Within 30 days your home will be ready for occupancy.

There is one particularly significant fact you should know about the Precision-Built method of construction. You save money; you get a finer home. Simultaneously, you benefit your local community. Of all the methods yet devised—aimed at more economical construction methods—only the Precision-Built system utilizes your local lumber dealer, your local architect, your local contractor, your local realtor, your local workmen. Every other system cuts out one or more of these important factors in the building industry—the very men who have brought modern architecture and modern construction methods to their present high standards. Once again we say—when you buy a Precision-Built home, you benefit yourself; you benefit your community.

The first section goes up and is temporarily braced against the wind.



Two to three hours' labor usually sees all partitions in place and plumbed.



After continuous plate is run and ceiling joists set, job is ready for roof framing, with pre-cut rafters.



AN 8X14' SHEET
of HOMASOTE
ROLLED UP
IT TAKES STRENGTH TO DO THIS

HOMASOTE

SUPERIOR BY EVERY TEST

The WEATHER PROOF INSULATING AND BUILDING BOARD in Big Sheets up to 8'x14'

Independent laboratories have thoroughly established the supremacy of Homasote, thoroughly proved its high insulating value and its fine qualities as a building board. The charts at the right attest these qualities, far beyond any claims we might make for it. The photograph above dramatically proves its great structural strength.

Homasote—used for interior walls and for sheathing or exterior finish—forms the basis of the Precision-Built system of construction. The fact that it is made in Big Sheets—from 4' x 4' up to 8' x 14'—accounts for many of the important economies in the Precision-Built method. But Homasote has, of course, also been used for more than 20 years in conventional construction—for both new building and for remodeling.

Outstanding architects have pronounced Homasote the perfect surface for paper or paint—actually superior to plaster. Moreover, you avoid the waiting for plaster to dry, the annoyance of cracks. The interior photographs at the right show clearly the many ways in which architects use Homasote to advantage, providing unusually attractive interiors. Note particularly the complete absence of objectionable wall joints and batten strips.

PANELIZED INSULATION (pictured at left) is Homasote in another attractive form.

These panels are cast in molds made from actual wood, each model having been selected for its particular beauty and interest. In colors, you have the choice of Pine-Tone, Silver Grey, Old English Light, Old English Dark—or a natural finish which can be stained and shellacked to approximate almost any tone desired. Panelized Insulation is made in 16", 32" and 48" widths—and in 8' and 8' 6" lengths.

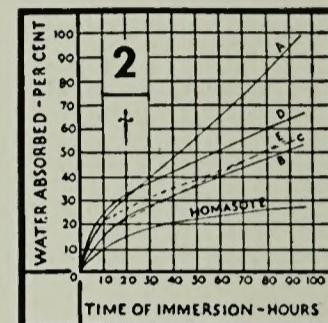
INSULATING QUALITIES

The insulating value of a material rests on a combination of three factors—BTU rating, resistance to air infiltration and absorption of moisture. BTU values decrease nearly in direct ratio to moisture absorption. Homasote's low moisture absorption (chart 2) and high resistance to air infiltration (chart 3) make it a superior insulation product.

B.T.U. VALUES	
	0.32
HOMASOTE	
BOARD A	1
BOARD B	2
BOARD C	3
BOARD D	4
BOARD E	5

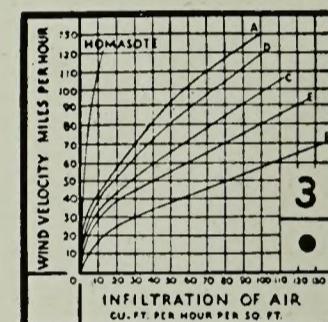
HIGH MOISTURE RESISTANCE

The very low moisture absorption of Homasote insures homes free from dampness, in which the insulating value does not depreciate. Homasote leads by 101% to 274%.



RESISTANCE TO AIR INFILTRATION

The chart indicates that at 40 miles per hour, 18 to 112 times more air passes through the other boards than through Homasote. At higher velocities, the differences are still greater.



TENSILE STRENGTH

The tensile strength of Homasote plays an important part in bracing a building. As it is 20% to 217% stronger than other boards, it acts not only as an insulating, but also as a structural material, such as sheathing on the outside of framing members. The bracing strength is many times that of wood sheathing.

TENSILE LB PER SQ IN.	
420 LB	HOMASOTE
BOARD A	210 LB
BOARD B	132 LB
BOARD C	170 LB
BOARD D	550 LB
BOARD E	170 LB

TRANSVERSE STRENGTH

For interior walls the high transverse strength of Homasote prevents damage from careless handling of furniture. Homasote provides a solid surface 29% to 191% stronger.

TRANSVERSE MODULUS OF RUPTURE-LB PER SQ. IN.	
722 LB	HOMASOTE
BOARD A	303 LB
BOARD B	248 LB
BOARD C	346 LB
BOARD D	556 LB
BOARD E	321 LB

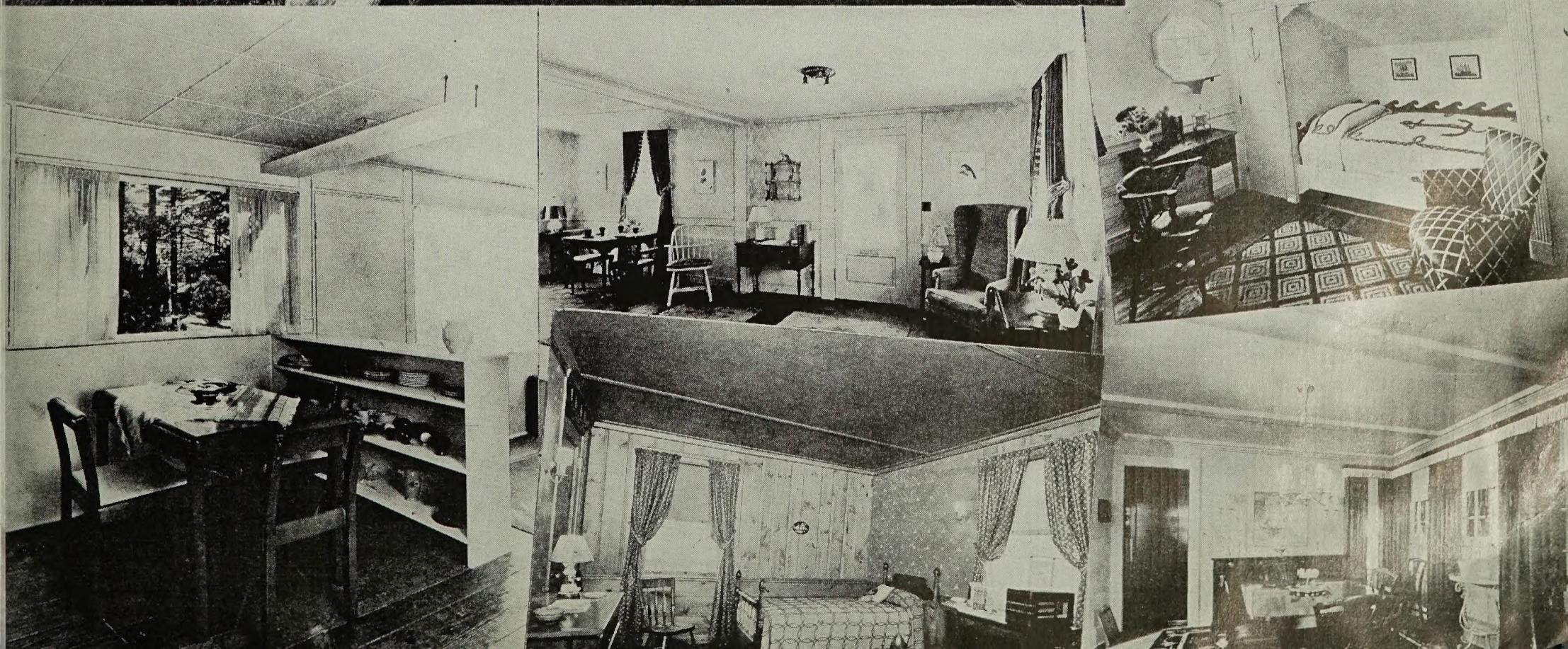
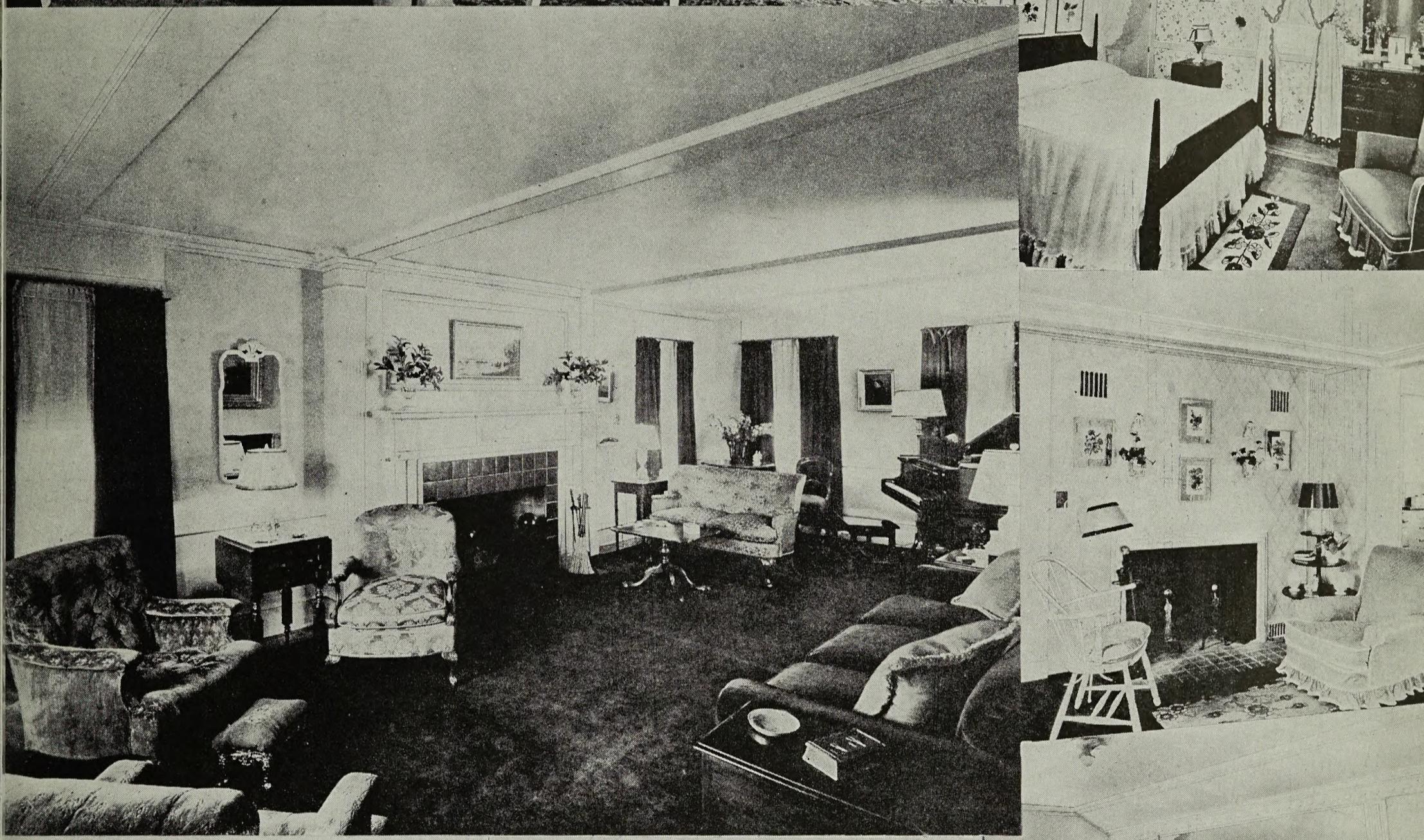
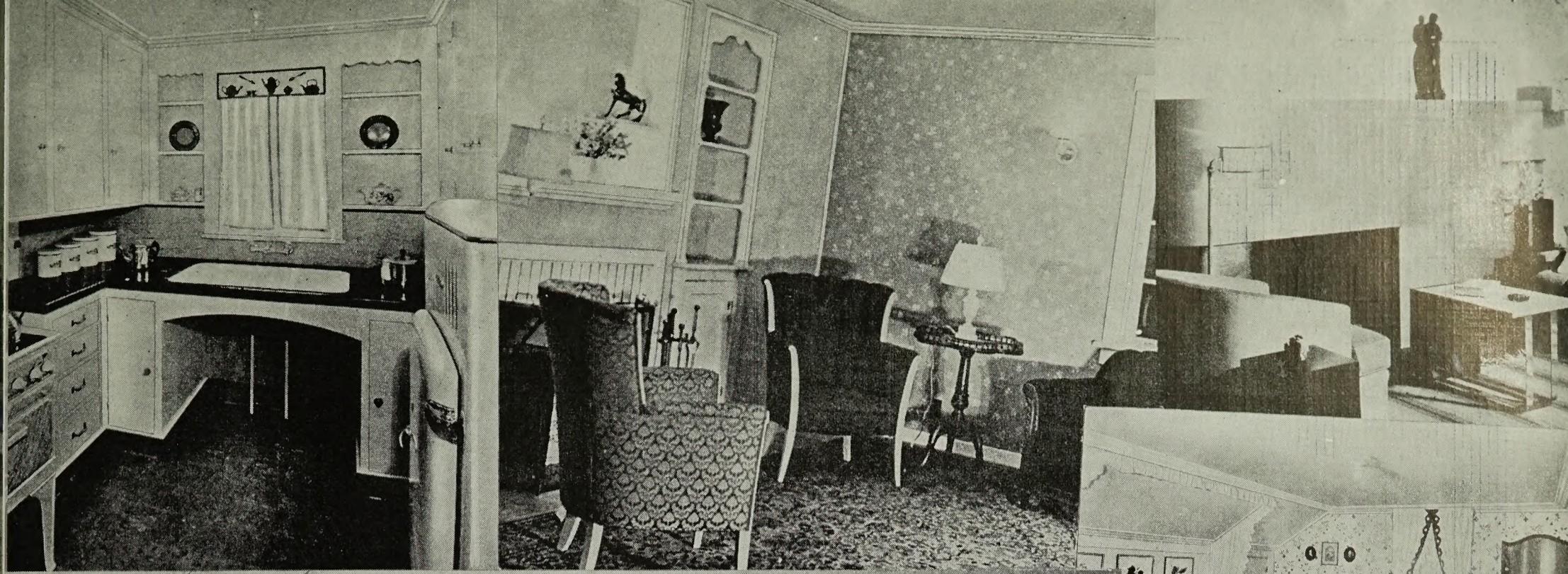
NAIL HOLDING

Tests show Homasote has 40% to 165% greater nail holding properties; a vital requirement to assure structural reinforcement to the framing members, so as to withstand structural and wind strains.

NAIL HOLDING MAXIMUM LOAD-LB. PER 4 NAILS	
380 LB	HOMASOTE
BOARD A	208 LB
BOARD B	143 LB
BOARD C	175 LB
BOARD D	270 LB
BOARD E	205 LB

* Test made by J. C. Peebles, Armour Institute of Technology, Chicago.
† Test made by Robert W. Hunt Co., Chicago.

* Test made by Lewis Institute, Chicago.



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Estimated

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